

**ORAL HEALTH ADVISORY COMMITTEE
JANUARY 24, 2003
MINUTES**

COMMITTEE MEMBERS PRESENT

Patricia Craddock, DDS, Chairperson, Nevada Dental Association
Shari Peterson, RDH, M.Ed, University and Community College System of Nevada, Nevada Dental Hygienists' Association
Maureen Fanning, RN, Public Health Nurse Supervisor, Clark County Health Department
Mike Johnson, Manager, Saint Mary's Outreach Programs
Tim Elam, Educare
Mark Rosenberg, DDS, U.S. Public Health Service
Michael Sanders, DMD, Director of Patient Care Services, University of Nevada, Las Vegas (UNLV), School of Dentistry
Tyree Davis, DDS, Project Manager, Miles for Smiles

COMMITTEE MEMBERS ABSENT

Pastor Anthony Steele, Bethel AME Church
Michelle Kling, RN, Division Director, Washoe County District Health Department (WCDHD)
Patricia Durbin, Deputy Director, Great Basin Primary Care Association (GBPCA)

NEVADA STATE HEALTH DIVISION STAFF PRESENT

Robert Cooley, DDS, MS, Nevada State Dental Health Officer, State Health Division (SHD)
Judy Wright, Chief, Bureau of Family Health Services (BFHS)
Chris Forsch, RDH, Oral Health Consultant, BFHS
Lori Cofano, RDH, Fluoridation Consultant, BFHS
Dennis Murphy, Oral Health Educator, BFHS
Thara Salamone, Oral Health Biostatistician, BFHS
Tawnya Cook, Administrative Assistant, BFHS

OTHERS PRESENT

Marti Cote, RN, MSS, Medicaid
Louise Helton, Program Administrator, University of Nevada School of Medicine (UNSOM), Children's Dental Program
Michael Rodolico, Executive Director, Health Access Washoe County, Inc. (HAWC)
Brandi Duport, Administrative Assistant, HAWC, Inc.
Kathy Marsh, RN, Division of Health Care Financing and Policy
Trina McCoy, Health Services Manager, CSA-Head Start
Kathleen Newton, Medicaid Services Specialist, Medicaid

CALL TO ORDER AND INTRODUCTIONS

Dr. Patricia Craddock called the Oral Health Advisory Committee (OHAC) meeting to order at **10:05 a.m.** at Nevada Department of Transportation (NDOT), 310 Galletti Way, Reno, Nevada and NDOT, 123 E. Washington Blvd. Bldg B, Las Vegas, Nevada. This was a public meeting and the public was invited to make comments. In accordance with the Nevada Open Meeting Law, this meeting was posted at the following locations: NDOT, Reno; NDOT, Las Vegas; Elko Nursing Office, Elko; Clark County Health District, Las Vegas; Washoe County District Health Department (WCDHD), Reno; Kinkead Building, Carson City; and Nevada State Library and Archives, Carson City.

APPROVAL OF MINUTES FROM MAY 7, 2002

Dr. Craddock called for comments or corrections to the May 7, 2002 meeting minutes. Christine Forsch stated on page 1, "Susan Silverton, DDS," should read, "Susan Silverton, MD." Dr. Craddock motioned to approve the minutes from May 7, 2002 with the change and Dr. Tyree Davis seconded. **MOTION APPROVED.**

STATE DENTAL HEALTH OFFICER REPORT

Dr. Robert Cooley reported Head Start children in Clark County received screenings. He has not received a report from Head Start in the North. Ms. Forsch stated Head Starts in Nevada must submit a report to Region IX CMS. She will contact them to receive the numbers. He noted the screenings were not as successful as they could have been. Staff from the Pediatric Dental Residency and Miles for Smiles volunteered time for the screenings. Only a portion of children received screenings and volunteer time was not efficiently used.

Dr. Cooley referenced his challenge to the OHAC to develop criteria and standardized protocols for the Committees projects and goals. He noted characteristics of the protocols to be:

- Practicality
- Consistency
- Outcome Assessment
- Dissemination of Results
- Measurability
- Sustainability
- Continual Quality Improvement
- Partnerships

Dr. Cooley discussed how to be more effective in improving and maintaining oral health in Nevada. He referred to the four areas considered at the Stakeholders meeting last year:

- Infrastructure Building
- Enabling Services
- Population Based Services
- Direct Health Services

He questioned whether population and direct health services are best left to the organizations represented by the OHAC and allied health organizations. Dr. Cooley urged a more pro-active position of allied health professionals on issues such as fluoridation. To achieve the Healthy Nevada 2010 goals, he suggested becoming more involved with the Legislature. Dr. Cooley stated it is important to analyze the oral health status and develop a database for Nevada, by gathering and assessing data from various groups. He noted educational training programs are also important. Dr. Cooley stated coordination with the state dental school should be a primary component.

COMMITTEE DISCUSSION AND POSSIBLE RECOMMENDATIONS REGARDING STATE DENTAL HEALTH OFFICER REPORT

Dr. Davis volunteered for the Head Start screenings and noted transportation and facility capacities as factors to lack of participation. Ms. Forsch questioned, of the 1700 Head Start children, why only 50% were screened. Dr. Davis stated they couldn't concentrate a large enough group of children in one area. There is a need to evaluate the program to obtain efficiency and utilize volunteers. There was discussion among the Committee on the importance of creating a sense of urgency and enticing participation for the screenings. Dr. Craddock and Shari Peterson commended Dr. Cooley for his thoughts on getting more involved with the Legislature and stated they agreed.

PRESENTATION FROM THE ORAL HEALTH PROGRAM BIOSTATISTICIAN RE: PROGRESS IN DEVELOPING DATA COLLECTION SYSTEMS

Thara Salamone presented slides regarding the progress on the development of data collection systems. Ms. Salamone listed various agencies from which she has received data. She asked the Committee if there are any other agencies that could be added. Ms. Peterson suggested agencies that address the elderly and Dr. Mark Rosenberg suggested the Indian Health agencies. It was noted Indian Health agencies must report data to Congress and therefore that data should be accessible. Ms. Salamone then asked which organizations should receive data reports. The dental community, the Centers for Disease Control and Prevention (CDC), the Association of State and Territorial Dental Directors (ASTDD), Centers for Medicare & Medicaid Services, Kids Count, Legislators, and the Governor were suggested. The surveillance variables were reviewed with the Committee. Ms. Salamone shared dental caries data received from Crackdown on Cancer, insurance data from St. Mary's Take Care A Van, and data received from the oral cancer screening survey of oral surgeons, dentists, and hygienists. It was mentioned a subgrant was written to pay the University of Nevada, Reno (UNR) to conduct the Behavioral Risk Factor Surveillance Survey (BRFSS) and is in the approval process. Ms. Salamone gave the status of the Healthy Smile – Happy Child statewide screening being conducted in February 2003. The screening will be done in February to coincide with National Children's Dental Health Month. "Give Kids a Smile Day" is February 21, 2003. Fifty-one schools with approximately 5,000 students in 3rd grade classes will be screened. The screenings will be conducted yearly. Volunteers for the screenings will be provided with the necessary supplies, and forms. Consent forms will be sent to parents and after the screening is conducted, they will receive treatment urgency sheets as necessary. A post screening survey of school personnel and dentist volunteers will be conducted. All forms will be sent to the State Health Division (SHD) after completion. It was noted screening information would be available for Legislators in March and Ms. Forsch stated it would be in a written format.

ORAL HEALTH PROGRAM REPORT INCLUDING INFORMATION ON THE STATUS OF THE ASTDD BEST PRACTICES PROJECT AND A REPORT ON EXISTING EDUCATIONAL CURRICULA

Ms. Forsch reported 30 Healthy Smile - Happy Child classes and 4 Prevent Abuse and Neglect through Dental Awareness (P.A.N.D.A.) have been presented since the start of State Fiscal Year 2003. She noted the medical community is receptive to the oral health screenings as part of well-child visits. Conferences on Oral Cancer will be held in March and May 2003. There are hopes for 200 participants at each conference. A main focus of the conferences will be to reduce oral cancer risk factors and to educate providers to screen for oral cancer.

Ms. Forsch reported Laurie Nickles met with the Department of Education (DOE) regarding an Oral Health Curriculum. She received guidelines and was told to keep the curriculum simple. Ms. Nickles has researched Nevada education standards. There are none that relate to oral health. National and state curriculums will be reviewed. Ms. Forsch asked the Committee what main messages and what grades to target. Value systems, types of communities, ethnicities, and cultural differences were listed as items to consider. Ms. Peterson suggested taking it farther to target focus populations later on. She stated the National Institute of Health has a good curriculum entitled "Bottle to Cup Campaign."

Ms. Forsch stated the statewide dental sealant program would kick-off in February. St. Mary's donated vans for transportation of dental equipment and supplies. Oral Health America donated enough dental sealant material for 13,000 sealants. Nine school districts agreed to take part in the sealant program. The schools targeted were based on percentages of children eligible for free and reduced lunches. The lack of access to dental care in the community was also examined. Letters asking dentist to volunteer for the screenings were sent out January 2, 2003, co-signed by Mike Johnson, Dr. Cooley, and Susan Jancar, President of the Nevada Dental Association. To date, at least 13 dentists have offered to volunteer for the program. Ms. Forsch noted the Nevada Dental Hygienists' Association (NDHA) contributed over \$7,000

to the program. NDHA is assisting in recruiting hygienists to place the sealants. During the month of February, the first sealant placements will be done utilizing students from the Community College of Southern Nevada (CCSN).

Ms. Forsch discussed an Educational Media Campaign with the Committee. She noted the CDC agreed to the use of \$100,000 of carry-over funding for a public education campaign. The Oral Health Program staff met with the Nevada Broadcasters Association (NBA) to discuss utilization of funding. NBA guarantees for every dollar of airtime purchased, a minimum of three dollars of airtime will be delivered. They recommend using radio and media to deliver the messages. Mr. Johnson suggested reviewing campaigns from other states to determine effectiveness. Ms. Forsch showed videotapes of other campaigns various programs have used. There was Committee discussion on the effectiveness of each video. The Committee identified the target audiences for the media campaign as parents of preschoolers and infants. The single overriding communication objectives were identified. They are the relationship of oral health to pregnancy outcomes, early childhood caries prevention, and the relationship of oral health to general health. It was noted the campaigns being aired should keep a similar look to them. Dr. Davis, Ms. Peterson, Dr. Craddock, and Tim Elam agreed to review media being considered.

PUBLIC COMMENT AND DISCUSSION

It was questioned if the videos would be done in English and Spanish. Ms. Forsch stated they would be. Ms. Peterson noted the tele-media departments at the University of Nevada, Las Vegas (UNLV) and UNR have students who need projects and could possibly aid in developing the media. Ms. Forsch requested suggestions be sent to her of persons to fill 2 Oral Health Advisory Committee vacancies. She stated they need to be from the Hispanic and senior communities.

BOARD CALENDAR – DETERMINE DATES FOR FUTURE MEETINGS

The next meeting was tentatively set for Las Vegas at 10:00 a.m. on Friday, March 28, 2003. The location will be announced.

ADJOURNMENT

The meeting was adjourned at **12:20 p.m.**